



WLFL-TV 2nd Quarter Public Service Report

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To Whom It May Concern:

The attached is a compiled list of program descriptions of public affairs shows, which WLFL produced to serve the community's interest during the 2nd quarter (April 1 to June 30, 2001) of the broadcast calendar year.

Community Calendar:

WB 22 Community Calendar

Local non-profit organizations utilize this community service project to promote local community events and activities. The Community Calendar airs daily at 12 noon. It is 60 seconds in length and is comprised of 3 announcements at 20 seconds each.

In the 2nd quarter, WLFL aired approximately 65 announcements for a total of 65 minutes of community announcements.

Public Service Announcements:

In addition to the attached, WLFL aired public service announcements covering a number of topics which include the following subject matter: **Crime, Drugs/Alcohol, Education, Employment/Economy, Environment, Health, Youth/Teens, Volunteering, Fitness, Family and Government.** During the 2nd quarter of 2001, WLFL aired approximately 10 hours and 40 minutes of public service announcements. These public service announcements range from 10 seconds to 60 seconds in length. The public service announcements aired daily between sign on to sign off seven days a week (Attached is a complete list of Public Service Announcements aired during first quarter)

Locally produced Public Service Announcements:

During the 2nd quarter we aired 2 PSA's which focused on local events in the Raleigh area (bark around the park, and Artsposure). Bark around the park is an annual event, which allowed you to spend time with your dogs while learning about how to keep them safe and healthy. Artsposure is an annual event, which allowed both adults and children to learn about Art.

Network produced Public Service Announcements:

No Network produced Public Service Announcements during the 2nd quarter.

Public Service Programs:

The following programs were produced by WFLA with the goal of educating all sectors of the community as to the issues that affect them regionally, as well as nationally. These shows highlight topics of interest and organizations that provide necessary information and/or services for the betterment of those who are in need of mental, emotional or physical assistance in the Triangle and surrounding communities.

Program Title: WB22 News at Ten

Date/Time: Monday-Friday 10-11:00 PM
Saturday-Sunday 10-10:35 PM
Issue: Various
Type: Locally Produced

Program Topic and Description:

This news program in addition to reporting the daily events of day related issues, such as crime and safety, government, education, etc, also provides information of a preventive, instructional, and community-oriented nature. Daily segments include "22 to Your Health" uncovers the latest medical breakthroughs, "22 it's your Money," it shows you how to keep more money in your pocket. "Business Report" gives the viewers the latest financial information. "How Stuff Works?" Focuses on different questions people might have on how things work. Anchored by Bob Vernon, Tracy West, Rick Sullivan, Mike Solarte, Tamara Gibbs, David Leval and Bill Reh.

Other Station Public Services:

The WB Television Network programs

On June 29th at 8pm, the WB aired the program "Teens get real". This was a program that focused on what teens think and feel. The teens discussed everything from sports, politics, entertainment, the media and even the future of our planet. This program showed the real concerns of teens in America today.

WB22 News at Ten Anchors in the community

WFLA's news anchors are a vital part of the community. Not only do they deliver the news on a daily basis, but also they have an active role in the community.

Bob Vernon

Spoke at Morrisville Elementary School about "character", **April 18th**

Met with Jim Cain, Carolina Hurricane's President about team's

Community involvement, **April 19th**

Gave Blood at Red Cross in Cary, **April 20th**

Appearance at Triangle Homebuilder's Assoc. Parade of Homes, **May 4th**

Guest Judge at Bark around the Park for The Parks and Rec., **May 19th**

Played in WFLA Car Dealers Golf Tournament, **June 6th**

Tracy West

MC at Pittsboro Senior Citizens Day 4-6pm, **May 5th**

Judge for Cary Youth Battle of the Bands 11am-4pm, **May 12th**

Judge at Bark around the park for the Parks and Rec, **May 19th**

Mike Solarte

Guest speaker at Person High School sports Banquet, **May 24th**
Duke Children's Golf Classic, **May 18th-19th**

Station Events

On April 7th, WLFL held their 6th annual Eggstravaganza at the State Farmer's Market in Raleigh. The event was from 11am to 2pm and the estimated attendance was around three thousand. Some of the activities were Easter candy hunt, children's maze, Carolina Cobra's Quarterback Challenge, pictures with the Easter Bunny, and NC Museum of Science Exotic Animal Exhibit.

Community Outreach –Schools

WLFL outreaches to schools through job shadowing day, where students from area schools spend the day at the station and learn what employees at a television do day to day.

